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IHWF
Flavoured Water
Chronicle



International Herbal Water Foundation

Regd. off: 3/265, Gandhi Street,
Karanai village, Navallur Post,
Kelambakkam S.O 603103. TN INDIA.

IHWF

Correspondence Address
2, Veerath Amman Koil 2nd Street,
Pallikaranai, Chennai - 600100
Email herbalwater@yahoo.com
Tel: 9841188886



When all think alike, then no need for new thinking



Inventions



Hamster Ball-Shaped Solarball Uses the Sun to Purify Water

Flavoured water – An Overview

Flavoured water is not new to India and world. We have historical evidences that kings drank water with added herbs and flavour to stay healthy and glowing.

Since time immemorial vettiver, brahmi, ginger, licorice, cummi, tulsi, cardomum, clove, cinnamon etc., were used to be added to water for taste and flavor in India and other countries. This has been in vogue in many parts of India even today. In Lebanon aromatic water, water enriched with plant extracts is commonly used in day-to-day life among families. In Kerala, in most of the hotels Pathimukham water is being served even today in eateries. Hence adding flavour to drinking water is not new to the world.

However commercial production and sale of flavoured water is not as widespread in India as it is found in other parts of the world. Regulatory constraints and lack of standard prevents commercialization of flavoured water in India as on date.

International Herbal Water Foundation (IHWF), a Chennai based foundation under the leadership of Mr. Navil H Motha (President) has been actively promoting to bring out Flavoured Water. The foundation has been working as a self-regulating body to ensure uniform standard, operational procedures, ethical business practices are adopted throughout the country by flavoured

water business units. IHWF has been working closely with FSSAI (Food Safety Standards and Authority of India) to ensure a standard is created for Flavoured Water and opening up of a new industry with wide ranging business and employment opportunities. For the consumers, flavoured water is a traditional product category that is scientifically developed to suit present day needs of quenching thirst without having to worry about consuming excess preservatives, unwanted gas, sweeteners etc.,. Flavoured water also encourages consumers to drink more quantity of water which in turn will make them remain free from dehydration.

Currently 500 flavoured water manufacturers across the country are associated with IHWF and are actively following production standards, operational procedures, hygiene conditions and ethical ways of doing business prescribed by IHWF.

Bottled Water: Key forecast growth markets		
Country	2009-2014 CAGR (%)	2009-2014 Absolute Growth (million litres)
China	6.7	6,965
Mexico	4.7	6,909
India	14.4	4,474
Iran	46.0	3,416
Indonesia	4.2	3,131
Turkey	5.5	3,002
Brazil	6.2	1,964
South Korea	9.6	1,361
Thailand	7.3	1,001
Argentina	3.7	940
Hungary	11.3	856
Philippines	3.5	798
Algeria	10.5	722
Nigeria	7.7	716
Egypt	13.3	588

Source: Euromonitor International

Innovative people welcome new ideas and critically analyze them before reaching a conclusion



Inventions



Cycloclean Purifies Drinking Water Using Bicycle Pedal Power

Flavoured Water FSSAI

FSSAI (Food Safety and Standards Authority of India), is a statutory regulatory body under the Ministry of Health and Family Welfare, Government of India.

FSSAI has been established under Food Safety and Standards Act, 2006 which consolidates various acts and orders that have hitherto handled, food related issues in various Ministries and Departments.

FSSAI has been created for laying down science based standards for articles of food and to regulate their manufacture, storage, distribution, sale and import to ensure availability of safe and wholesome food for human consumption.

The objectives of FSSAI are not purely to act as a regulatory or enforcement body but to act as a facilitator to promote food industry production and supply of safe and healthy food products to the diverse Indian population.

FSSAI has been playing a proactive role in bringing out industry-friendly policies and support mechanism to ensure new industries are nurtured and developed.

FSSAI believes that voluntary initiatives and self regulation can play a very strong complementary role to regulation for better compliance.

With consistent efforts from International Herbal Water Foundation, FSSAI has constituted a working committee to frame standard for flavoured water in India. Fully aware of the potentials of flavoured water industry, FSSAI is positive about creating a standard and regulate this product category in the near future.

Innovation is the ability to see change as an opportunity - not a threat

Flavoured Water -An Innovative water-based beverage concept

Flavoured Water - Innovative water-based beverage concept.

“Flavored Water” shall mean *Purified water containing extracts of Herbs, Fruits or parts of Plant origin, flavor concentrates in minute traces, individually or in combination. Flavoured water is a purified drinking water with traces (0.2 to 0.5%) of herbs or fruit flavor added to it, conforming to FSS Act 2006.

The 99.5 to 99.8% of water that forms part of the flavoured water is a purified drinking water conforming to the standards prescribed under Regulation 2.10.8 for Packaged Drinking Water of Food Safety and Standard (FPS & FA) Regulation 2011. Obtained by multi-level filtration processes like sand filtration, carbon filtration, micron filtration, Reverse osmosis (RO) is a membrane-technology filtration purification, Ozonisation & UV treatment. This ensures water used in the flavoured water drink will be of highest quality as it is made to undergo multi-level filtration process.

In simpler terms, Purified Water + Minute Traces of Flavor = Flavoured Water. Flavoured Water contains NO COLOURS, NO CALORIES, NO ADDITIVES, NO ARTIFICIAL SWEETNER, NO ARTIFICIAL FLAVOURS, and NO GAS. Flavoured water will be delightfully refreshing, mellow yet aromatic that is 100% good for human consumption.

IHWF Objectives

To guide the Value added bottled water industry for improvement, fair trade, social encouragement and market-based approach that aims to help producers in India and abroad to make better trading conditions and promote sustainability among members to follow rules and regulations of India and abroad and give safe product to consumers.

To conduct and promote the study and dissemination of knowledge and research on Value added bottled water in India and overseas.



Inventions



Industrial designers behind the ingenious water purification device known as the 'Life Sack'

If there is magic on this planet, it is contained in water

Flavoured Water - Industry role in India?

Bottled water industry in India is highly fragmented and it is dominated by 10-12 big players across the country. Every town / district will have one dominant player who will control the sales and distribution within the town / district.

In the packaged water business, small players are not able to survive because of their limited market and reduced profit margins. Bigger players are able to penetrate the market better through his brand building efforts.

Small players have to operate in a very small market. Big players continue to dominate and prevent small players from growing beyond a point. As both players are selling packaged drinking water, the inability to differentiate their product makes small players remain small. Creating a product differentiation is a big issue which prevents small players from making it big. Flavor offers the opportunity to create a new business category for small players. He can reach out to more consumers through selling tasty water. It offers them an opportunity to survive, create a respect among his consumers and provide long-term, stable business platform which he can depend on for his future.

Adding flavour offers small players a big market and big customer base to tap. He can also differentiate his product through addition of various flavours and thus become successful in the highly competitive water based product business.

As a consumer to know the list of ingredients, you might think that the consumption of these drinks have reported benefits such as antioxidant capacity of Herbs. However, the amount added to drinking water is so small, you cannot expect benefits just enjoy lingering taste.

Inventions



Pure Water Bottle Filters Water With UV Rays

Inventions
have long since
reached their
limit, and I see
no hope for
further
development.

How FSSAI has categorized various types of flavoured water in India in line with International categorization?

FSSAI has opened doors to produce flavours (including import and export) under the rule 14.1.2. According to FSSAI, the following water-based flavoured drinks fall under the above mentioned categorization.

Water-based flavoured drinks, including "sport," "energy," or "electrolyte" drinks and particulated drinks, water based drinks (non- flavoured): Includes all carbonated and non-carbonated varieties and concentrates and may include fruit/floral/vegetable extracts and other ingredients appropriate to the product. Includes products based on fruit and vegetable juices. Also, includes coffee, tea, and herbal-based drinks [Herbal water / herbal-flavoured water (ThaagaSambandhi water - pink coloured flavoured water; Thutuvati herbal water, Tulsi water; herbal waters made using one or more herbal treasure and plant extracts like vettiver, athimathuram, ashwagandha, vallarai, ginger, seeragam, brahmi, tulasi, nimbu, pudina, orange, amla, narangi, hibiscus, samandhi, jasmine etc.)], Herb-extracted waters (with natural aroma of herbs), Kewra water, Rose water, Ginger water Flavoured Vitamin-water, Tonic water, Flavoured water. Also includes water based drinks (non - flavoured) like Nutrient water, Enhanced water, Nutrient-enriched water (which may be carbonated or non-carbonated).

IHWF's primary goal is to promote flavors enriched with India botanical / herbal extracts. As use of herbal extract / flavor is welcome in India and internationally, hence the acceptance level for these kind of flavours enriched with herbal extracts among consumers is high. This clearly provides us with promising business opportunity across the globe.

Flavorings role in flavoured water:

Flavourings are obviously the essential ingredient in flavoured water and they are necessary to provide the signature taste and aroma profile.

Herbal based flavors provide a means to delivering many of those ingredients associated with agility, alertness, body purification, immunity, calming and general well being. The commercial preparation of botanical extracts is a relatively new area of the drinks industry.

Inventions



Ceramic water filters.
These water purification devices,

*Variety is the
very spice of life,
That gives it all
its flavor*

What future holds for Flavoured water manufacturers?

Water is the most consumed drinks in the world. Consumers are increasingly aware of the need and benefits of Bottled water without waiting for thirst.

We have undeniable proof of "SWEET WATER" (Coke and Pepsi) being accepted worldwide for their taste and flavor. Hence we can conclude that in India, with Indian flavors, flavoured water will certainly be widely accepted. Availability of more flavors will provide more choice to the consumers, which in turn will open a new market for water processing units and shop keepers, resulting in increased business & profits.

It is surprisingly easy to produce flavoured water. It doesn't involve great technology to produce flavoured water. The units that are currently processing bottled water can produce flavoured water by adding minute traces of approved flavours to their water in specified quantities. The water will become flavoured water. No significant additional investment will be required for manpower or machinery. Hence flavoured water provides a huge market to explore without much investment. It is an untapped opportunity that needs to be explored.

For now, the traces of additives are added to bottled water all you want is to sell the product as a refreshing drink with a sweet taste and flavor more palatable (vettiver, athimathuram, ashwagandha, vallarai, ginger, seeragam, brahmi, tulasi, nimbu, pudina, orange, amla, narangi, hibiscus, samandhi, jasmine), forgetting that the flavored water is tasteless. They also allow quenching of thirst in a wonderful way

IHWF offers comprehensive guidance to those units who are interested in flavoured water production. The foundation offers assistance on processing, regulatory, choice of flavours & other issues. The foundation is the single point source and first of its kind for all flavoured water enthusiasts in India. Be it for knowledge sharing or for operational guidance or for regulatory consultation, the foundation readily serves the need.

IHWF is a very competent organization that it has eminent scientists, water analysts, manufacturers, lawyers and retired government officials to offer assistance whenever required. IHWF has also commissioned research to include more Indian flavours so that consumers get variety and health benefits.

IHWF can be approached for anything related to flavoured water, be it for consultation, membership, guidance or just for anything. For details write to herbalwater@yahoo.com and be assured of a prompt reply.

Inventions



Lifestraw is a small cigar-shaped tube
packed with some truly innovative engineering.

I think a product is valuable and only when it is valued by its consumers.

What are the benefits of flavoured water to Consumers?

People of India and world are becoming more health conscious, and are switching from beverages with carbon, sugar, calories and artificial ingredients to lighter, more natural beverages to lead healthy lifestyles. At the same time, when they choose beverages, they demand greater variety than ever before. Flavoured water offers a great way to start living a healthier life and yet enjoy the delicious flavours and its lingering taste.

The protection provided by the herbs is due to their imminent antioxidant effects. Natural herbs contain high concentrations of phenolic substances and antioxidants. In a normal diet, intake of even small amounts of herbs can contribute significantly to the total intake of plant antioxidants, which are vital for our health.

- Flavoured Water contains
- NO COLOURS
- NO CALORIES
- NO ADDITIVES
- NO ARTIFICIAL SWEETNER
- NO ARTIFICIAL FLAVOURS
- NO GAS.

NO CALORIES: In India, childhood obesity is on the rise. Soft drinks and junk food have become the staple diet of the children today. The sugar intakes from soft drinks play a major role in making the child obese. Flavoured water can potentially become a healthy alternative compared to soft drinks. It can not only prevent them from becoming obese, but also help them turn to a healthier life.

NO ARTIFICIAL SWEETENER: Flavoured water comes with zero artificial sweeteners, colours or additives. The taste comes from naturally fragrant, perfect blends of natural herbs & fruit extracts.

NO PRESERVATIVES: Chemical preservatives are usually added to beverages to prevent the growth of bacteria and fungi. Although considered acceptable in small quantity, concerns remain over the safety and potential influence of these chemicals on nutrients.

Hence Flavoured water is 100% safe to consume.

Lack of knowledge... that is the problem

Lack of training for bottled water and beverage industry?

Water purification industry is one of the flourishing and highly promising industries in India. But unlike other industries, water industry is not perfectly organised. The lack of training infrastructure and non-availability of training makes only untrained manpower handle water treatment plants The workers of water industry need to be trained properly.

THE FDA IS EXPECTED TO ISSUE PREVENTIVE CONTROL guidelines this year to address potential hazards in the food industry as required by FSMA. While there has been no confirmation related to the scope of the controls, one of them is likely to increase the scrutiny of training and its role in hazard avoidance. If the findings in a 2011 survey of independent auditors for eight global firms are any indication, the FDA’s focus on training should come as no surprise. The responding auditors described the most common reasons for training non-conformance findings as inadequate training programs, little or no proof of comprehension, minimal follow-up or retesting, and insufficient documentation. “Plants put training on the back burner,” noted one of the auditors.

By design, effective training should closely support the implementation of science-based preventive controls—the often quoted “Seven Principles of Hazard Analysis and Critical Control Points” “Training is a more integral part of food safety and needs to be pushed in new directions.” Companies, especially those with multiple facilities, have found that comprehension and application of principles tend to vary when the training isn’t standardized. The best strategy for food processors and manufacturers is to be proactive rather than wait for the issuance of new FSMA preventive control guidelines. Positive behavior changes on the part of employees and supervisors through the use of automated programming can produce results that may even exceed company compliance.

Attitudinal changes, however, are not going to happen without two critical components: A thorough training program and competent instructors using available technology to uncover risky lapses in comprehension, along with immediate retraining to correct the deficiencies.

IHWF has plans to open 5 full-fledged training centres cross different locations through out India. IHWF is currently evaluating the locations and it is in negotiation with various state industry associations in this regard.



Drinking water from street pump NY [between ca. 1910 and ca. 1915]



Between the 1920s and 1940s, the Fort Wayne Board of Health